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## CLAIMS

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1. Device for applying (1) a fluid or a gel shaving product, comprising
- a body (2) including a reservoir (3) for said product,
  - an application head (4) comprising bristles (5) fixed on a support (7) having at least one orifice, said head being adaptable to said body,
  - means for conveying (6) the product from the reservoir to the application head,
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- characterized in that the length of the bristles is less than 20 mm, preferably less than 15 mm, and more preferably still not more than 10 mm.
2. Device according to Claim 1, characterized in that the length of the bristles (5) is not less than 5 mm.
3. Device according to anyone of Claims 1 and 2, characterized in that the
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- support (7) is a backing.
4. Device according to Claim 3, characterized in that the backing is rigid and elastically deformable, and the orifice is a slit.
5. Device according to anyone of Claims 3 and 4, characterized in that the backing is formed by a network of polyester threads organized in a weft and a warp.
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6. Device according to anyone of Claims 3 to 5, characterized in that the bristles (5) are fixed to the backing by weaving, bonding, flocking, ultrasound or analogous means.
7. Device according to anyone of Claims 3 to 6, characterized in that the backing is of polyester or of polyester reinforced with elastomer or analogous
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- material.
8. Device according to anyone of Claims 1 to 7, characterized in that the bristles are of synthetic material, for example polyester, polyamide or acrylic resin, or of natural material, for example sheep's wool, camel hair, mohair, wild boar or pig bristle, the material being pure or mixed.

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9. Device according to Claim 8, characterized in that the bristles are of mohair.
10. Device according to anyone of Claims 1 to 9, characterized in that the bristles or the support or the backing are fixed to at least a portion of the central surface of a base adaptable to the body of the device and having at least one orifice,  
5 the base preferably having a rounded outer edge.
11. Device according to anyone of Claims 1 to 10, characterized in that the bristles have a diameter between approximately 15  $\mu\text{m}$  and approximately 60  $\mu\text{m}$ , preferably between approximately 20  $\mu\text{m}$  and approximately 40  $\mu\text{m}$ , and more preferably still between 35  $\mu\text{m}$  and approximately 40  $\mu\text{m}$ .
- 10 12. Device according to anyone of Claims 1 to 11, characterized in that the bristles are present on the support with a density between approximately 30 bristles/cm<sup>2</sup> and approximately 500 bristles/cm<sup>2</sup>, preferably between approximately 30 bristles/cm<sup>2</sup> and approximately 200 bristles/cm<sup>2</sup>, and more preferably still between approximately 90 bristles/cm<sup>2</sup> and approximately  
15 110 bristles /cm<sup>2</sup>.
13. Device according to anyone of Claims 1 to 12, characterized in that the product is a foaming aerosol gel, a foaming non-aerosol gel, a non-foaming gel or a foaming cream .
14. Device according to anyone of Claims 1 to 13, characterized in that the head  
20 (4) and the reservoir (3) are made in the form of a single piece .
15. Device according to anyone of Claims 1 to 13, characterized in that the application head (4) is fixed to an aerosol or non-aerosol can.
16. Device according to anyone of Claims 1 to 15, characterized in that the body (2) is integrated with the reservoir (3).
- 25 17. Device according to anyone of Claims 1 to 13 and 15 to 16, characterized in that the application head (4) is fixed to a non-aerosol can comprising a flexible and deformable bag (3) containing a non-aerosol gel and surrounded by a propellant gas which is preferably compressed air.

18. Device according to Claim 17, characterized in that the application head is fixed to the non-aerosol can in proximity to the valve (10) having the form of a ring.

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